

We claim:

- 1 1. A necktie holder for attachment to a shirt under a shirt button, the shirt button being
2 attached to the shirt by a threading having a width, the necktie holder comprising:
 - 3 a flexible body having a tie slot sized for the placement of a tie therein;
 - 4 a channel defined in the flexible body and extending to an interior mouth; and
 - 5 first and second shoulders opposedly positioned within the channel to define a
 - 6 constriction proximate the interior mouth, the constriction being smaller than the width of the
 - 7 threading whereby the button can be manually urged beyond the first and second shoulders
 - 8 while causing the constriction to resiliently flex the flexible body to momentarily permit
 - 9 passage of the shirt button into the interior mouth.
- 1 2. The necktie holder of claim 1, wherein the flexible body is generally elliptically shaped and
2 wherein the tie slot is aligned with a major axis of the flexible body.
- 1 3. The necktie holder of claim 1, wherein the tie slot resides in a first plane and the interior
2 mouth resides in a second plane which is different than the first plane when the necktie holder
3 is attached to the shirt.
- 1 4. The necktie holder of claim 3, wherein the first and second planes intersect at a hinge line
2 that defines an acute angle therebetween.
- 1 5. The necktie holder of claim 3, wherein the channel has an access sized to receive the
2 threading which is defined in the flexible body and wherein the access comprises a two-
3 dimensional funnel.
- 1 6. The necktie holder of claim 1, further comprising indentations in the flexible body to permit
2 folding the flexible body so as to position the tie slot out of plane with the interior mouth.
- 1 7. The necktie holder of claim 6, wherein the flexible body is resilient so that, when folded,
2 the flexible body exerts a resilient force on a necktie attached to the shirt, the force being

3 directed away from the shirt and causing a portion of the necktie to be positioned away from
4 the shirt.

1 8. The necktie holder of claim 7, further comprising a finger extending away from the tie slot,
2 which modifies force applied to the necktie.

1 9. A method for securing a necktie to a shirt having buttons extending up to a collar, each shirt
2 button being attached to the shirt by threading, comprising the steps of:

3 passing a selected shirt button into a channel in a flexible plastic holder;

4 urging the threading of the selected shirt button past constrictions in the flexible plastic
5 holder until the selected shirt button is seated beyond the constrictions;

6 disposing a length of the necktie in a tie slot of the flexible plastic holder;

7 folding the necktie over the flexible plastic holder to conceal the flexible plastic holder;
8 and

9 bending the flexible plastic holder so as to position the folded necktie over the selected
10 button, whereby the necktie is secured to the shirt and the flexible plastic holder is concealed
11 beneath the necktie.

10. The method of claim 9, wherein the passing step comprises passing a button that is
proximate to the collar into the channel of the flexible plastic holder.